



Position Posting: Digital Content Specialist

Background Information: Mother McAuley Liberal Arts High School, sponsored by the Mercy Education System of the Americas, is a Catholic college preparatory, all-girls high school, located on the southwest side of Chicago. With a balanced vision of academic excellence, cultural wealth in the liberal arts, athletic achievement, and a strong spiritual life, Mother McAuley is a place young women grow as compassionate, responsible, and productive Christian leaders. It is through our innovative liberal arts and college-preparatory program that students are equipped with the knowledge, skills, and confidence they will need to meet the demands of a fast-changing world as decision makers and leaders guided by strong Mercy values. *As such, we seek professionals who are committed and capable to fulfill this incredible mission.*

Position Summary: The Digital Content Specialist functions in accordance with the policies and procedures of Mother McAuley Liberal Arts High School and is accountable to the VP of Institutional Advancement. The Digital Content Specialist works cooperatively with members of the Institutional Advancement Department and acts in a manner that ensure the smooth functioning of the department and the school. This position will be responsible for developing, implementing and executing digital content on all social platforms.

Essential Duties:

- Define success for the social media marketing programs and set effective benchmarks to measure the impact.
- Constantly innovate and present new ideas on how to offer a best-in-class social media experience and showcasing all that (company) has to offer to young women.
- Capture, edit, produce and schedule photos and videos for internal and external purposes, i.e. social media channels, digital billboards, live streams, etc.
- Organize, manage and update the school's digital media storage platform (Canto) and the school's official website.
- Write copy and develop eye-catching visuals for newsletters, social media content, press releases and email blasts.
- Track digital analytics (email open rates, social media stats, etc.) for future actions and improvements to optimize performance.
- Develop PR plans alongside the Institutional Advancement team to ensure proper image and brand positioning for major marketing events and fundraising appeals.
- Support Alumnae Relations and Recruitment teams with communication needs, i.e. photos, videos, graphics, flyers, etc.
- Manage digital medial production projects to ensure all needs of the school and external marketing personnel are met and strategic goals are accomplished.
- Represent Mother McAuley in Sisters of Mercy Communications/Marketing Cohort and ensure Mercy values and branding are aligned with our McAuley brand.
- Work with the third party digital content vendor on communication initiatives.
- Build relationships with faculty, staff and students-conduct interviews to develop school blog -continuing to build our content on YouTube and gain more followers.

- Other duties as assigned by the VP of Institutional Advancement.

Education/Experience:

- Must have a Bachelor's Degree or equivalent experience
- 1-3 years previous related experience
- Must have proficient computer skills with programs such as MS Office Suite, Google Mail, Google Drive
- Must have proficient skills and knowledge of social media platforms.
- Must have proficient knowledge of photo editing software such as Photoshop, etc.
- Excellent verbal and written communication skills.
- Excellent interpersonal skills and the ability to establish rapport with an array of people.
- Ability to prioritize and organize multiple tasks.

Contact:

Judy Porch, HR Coordinator
jporch@mothermcauley.org

Application Instructions: Candidates should send a cover letter and resume with the position title in the subject line

Additional Information: We offer a competitive salary and a comprehensive benefits package including medical, dental, life insurance, and a retirement plan. Many opportunities to be involved in extra-curricular activities such as club moderator and coaching are also available. Participation in these activities is strongly encouraged and welcomed.

*Mother McAuley is an equal opportunity employer and will consider all applicants equally.
Resumes will be accepted until the position is filled.*